

# ASSIGNMENT

Work in your NewCo team. Build a financial model for a Consumer mobile social network type business with advertising (CPM) as the main business model (*you decide specifics*).

- Do a month by month forecast for the business
- Present a 3 year annual pro-forma income statement
- Format the financial model in a beautiful and easy to understand manner (*imagine you are sending it to an investor*)

Everybody in the team should be understand the model and be able to present the model in front of the class (*tell a story with numbers*). Send/share your model by email.

*Deadline: Wednesday 13<sup>th</sup> of April*

# ASSIGNMENT LEARNING OBJECTIVES

- Make sound revenue & cost assumptions
- Understand scaling costs (*hint: hiring*)
- Presenting the financial model in an understandable manner

**Tell a story about your business with numbers**